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(54) **Associative tickener for aqueous fabric softener**

(57) A thickened aqueous fabric softener composition comprising at least one surfactant and a polymeric rheology modifier, wherein said polymeric rheology modifier is the polymerization product of (i) an alkyl ester of acrylic acid or methacrylic acid; (ii) a monomer selected from the group consisting of a vinyl-substituted heterocyclic compound containing at least one nitrogen or sulfur atom, (meth)acrylamide, a mono- or di-alkylamino alkyl(meth)acrylate, and a mono or di-alkylamino alkyl

(meth)acrylamide; and (iii) an associative monomer. The polymeric rheology modifier does not require a make down step to slurry or disperse it into a fabric softener composition. The thickened fabric softener compositions do not affect rewettability, nor do they build up on cloth in multi-cycle washing. In addition, the thickened fabric softener compositions provide softening and reduce the formation of wrinkles.

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Place of search MUNICH		Date of completion of the search 17 July 2002	Examiner Pentek, E
<p>CATEGORY OF CITED DOCUMENTS</p> <p>X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document</p> <p>T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document</p>			

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